

INTERCOLLEGIATE BROADCASTING SYSTEM
COLUMBIA UNIVERSITY, NEW YORK 27, NEW YORK

SALES DEPARTMENT QUESTIONNAIRE

- 1.) What is the total undergraduate enrollment of your institution? (If there are several branches physically separated, give the enrollment only for the branch you cover):
- 2.) Break down the enrollment given above into men and women:

<u>Men</u>	<u>Women</u>
------------	--------------
- 3.) How many of the enrolled students are resident upon the campus in buildings covered by your station, or which it is reasonable to expect the station will some day cover?
- 4.) How many students could listen to the station if they had radios in the places where they live? (This number cannot be greater than the number under question three. Also, this figure should not include any people other than students who may incidentally be able to receive your programs.):
- 5.) Give below the broadcasting dates for your station for the current academic year. Give dates for holidays and vacations when you are not broadcasting.
- 6.) Does your station now have a campus news broadcast? Describe:

Could you do a five minute campus news broadcast five nights a week?

- 7.) Indicate here any advertising which is not acceptable by your station, even though acceptable under the Business Code of IBS. (Hard liquor, gambling, and products claiming to cure are excluded by the Business Code.) (Other products sometimes unacceptable are beer and cigarettes.)
- 8.) In order to avoid excessive expense and intolerable delays in the solicitation of national advertising it is necessary that each station represented by IBS extend to IBS and its appointed representative a "Blanket Network Option" for the period of 6:00 PM to 12:00 midnight. Monday through Friday, during all the weeks that the station is broadcasting. This does not prohibit the sale of time during these periods to others, but means that if such time is sold by the station and it later conflicts with a contract signed by IBS, that the spot sold by the station must be moved to allow the station to carry the announcement sold by IBS. Does your station agree to the "Blanket Network Option?"

Yes _____ No _____
(If no, please give reasons)
Station _____ College _____
Executed by _____ Position _____ Date _____

1. What is the total undergraduate enrollment of your institution? (If there are several branches physically separated, give the enrollment only for the branch you cover):

2. Break down the enrollment given above into men and women:

3. How many of the enrolled students are resident upon the campus in buildings covered by your station, or which is its responsibility to provide television will some day cover?

4. How many students come to the station if they had access to the station? (This number cannot be greater than the number of people who live there. Also, this figure should not include any people other than students who may incidentally be able to receive your program.)

5. Give below the broadcasting dates for your station for the current academic year. Give dates for holidays and vacations when you are not broadcasting.

6. Does your station have a regular program of broadcasting during the week?

7. Through acceptable under the business code of ethics, (a) products claiming to cure are excluded by the business code; (b) products sometimes unacceptable are beer and cigarettes.

8. In order to avoid excessive expense and intolerable delays in the collection of national advertising it is necessary that each station represented by the extend to 195 and the appointed representative a "Blanket License Option" for the period of 6:00 PM to 12:00 midnight, Monday through Friday, during all the weeks that the station is broadcasting. This does not prohibit the sale of time during these periods to others, but means that it will be sold to the station and it later conflicts with a contract signed by the station to sell by the station must be moved to allow the station to carry the advertisement sold by the station agree to the "Blanket License Option".

Yes _____ No _____
(If no, please give reason)
College _____
Posted on _____
Forwarded by _____